

SYSTEM AND METHODOLOGY FOR AUTOMATED PROVISIONING OF NEW USER
ACCOUNTS

ABSTRACT OF THE DISCLOSURE

5 System and methodology are described that allow a new user of a user-
operated device (e.g., wireless digital camera, cellular phone, video camera, audio device, or
the like) to immediately begin using the features and services of the device without having to
first activate a new user account. Thus in the instance where the user-operated device is a
10 newly-acquired wireless digital camera, for example, the user can immediately begin taking
and uploading his or her pictures to a photo Web site prior to having to open a user account,
or having to perform other cumbersome activation steps. In such a wireless digital camera
embodiment, the photo Web site and vendors of either cellular-enabled digital cameras or
camera-enabled cellular phones provide user Web accounts based upon the unique ID or
15 phone number belonging to one of these two devices. The user need only bother to "open"
his or her account, that is, establish a user name and password, at some subsequent point in
time that is convenient for the user (e.g., when the user is first visiting the photo Web site,
using a browser, to view the digital photographs he or she previously uploaded). This
approach allows users to use his or her newly-acquired device (e.g., immediately take
20 pictures and upload them to an account at a photo Web site) right "out-of-the-box," all
without having to first register or setup a new user account.